

WHAT IS CLAIMED IS:

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1. A method for marketing a good comprising the steps of:  
a) providing a sign, said sign having a preprinted website address, a space for a unique identifier, and an indication that a good is for sale, and  
b) providing a website at said website address, said website being adapted to permit a seller to post on said website under said unique identifier information about said good, said website being further adapted to permit a prospective purchaser to view said information.

2. A method according to claim 1, wherein said unique identifier is preprinted on said sign in said space for a unique identifier.

3. A method according to claim 1, wherein said website provides said unique identifier to said seller in connection with said seller posting said information on said website, thus permitting said seller to thereafter provide said unique identifier in said space on said sign.

4. A method according to claim 1, wherein said sign is provided with a description of said good for sale preprinted thereon.

5. A method according to claim 1, wherein said sign is further provided with a space to indicate a seller's personal contact information.

6. A method according to claim 1, wherein said website is adapted to permit said prospective purchaser, after seeing said sign, to visit said website and view said information about said good by reference to said unique identifier.

1 <sup>33</sup> 7. A method according to claim 6, wherein said website is  
2 further adapted to permit said prospective purchaser to browse  
3 a plurality of goods listed on said website by category, and  
4 view the posted information thereof without reference to said  
5 unique identifier.

1 8. A method according to claim 6, wherein said website is  
2 further adapted to permit said prospective purchaser to browse  
3 a plurality of goods listed on said website by geographic  
4 location, and view the posted information therefore without  
5 reference to said unique identifier.

1 <sup>10</sup> 9. A method according to claim 1, wherein said sign has  
2 preprinted thereon instructions to said seller about how to  
3 post said information about said good on said website under  
4 said unique identifier.

1 <sup>11</sup> 10. A method according to claim 1, said method being  
2 adapted to permit a purchaser of said good for sale to make  
3 payment for said good directly to the seller or the seller's  
4 agent.

1 <sup>12</sup> 11. A method according to claim 1, said method being  
2 adapted to permit a purchaser of said good for sale to make  
3 payment for said good to a provider of said website, after  
4 which said provider will forward said payment to the seller of  
5 ~~said good.~~

1 <sup>13</sup> 12. A method according to claim <sup>12</sup> 11, wherein said provider  
2 charges a fee to said seller in connection with said payment.

1 <sup>14</sup> 13. A method according to claim 1, wherein said sign is  
2 provided with a container into which said seller can deposit a

3 sheet of paper containing information about said good for  
4 sale.

14. A method according to claim 6, further comprising the  
step of promoting said website to the general consuming  
public.

15. A method according to claim 1, further comprising the  
step of charging a fee to said seller in connection with said  
posting of information on said website.

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16. A sign for sale of a good, said sign comprising a  
sign substrate having a first face and a second face, said  
first face having a preprinted website address, a space for a  
unique identifier, and a preprinted indication that a good is  
for sale.

17. A sign according to claim 16, wherein said unique  
identifier is preprinted in said space on said sign.

18. A sign according to claim 16, wherein said second  
face of said sign has a set of instructions printed thereupon.

19. A sign according to claim 16, wherein said first face  
has a space to indicate a seller's personal contact  
information.

20. A sign according to claim 16, wherein said first face  
has a preprinted description of said good for sale.

21. A sign according to claim 16, said sign being  
provided with a container attachable thereto into which a  
seller of said good can deposit a sheet of paper containing  
information about said good for sale.